

## ORDER



Orders	Order / Rev:	713113	
	Alt Order #:	06312853	
	Product Desc:	OFA SCHEDULE A	
	Estimate:	1768	
	Flight Dates:	09/13/12 - 09/19/12	Primary AE:
	Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:
	Order Type:	Political	Sales Region:

## WJXX-TV

Jim Quinn
T-PHI
NAT

Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:		
	Billing Contact:		
	3050 K St NW	Billing Type:	Cash
	Washington, DC 20007	Billing Calendar:	Broadcast
		Billing Cycle:	WEEKLY
		Agency Commission:	15%

Advertiser	Name:	Obama For America	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-3	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/10/12	09/16/12	15	\$4,780.00	\$4,063.00	September 2012	37	\$8,665.00	\$7,365.25	0.00
09/17/12	09/23/12	22	\$3,885.00	\$3,302.25	Totals	37	\$8,665.00	\$7,365.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	Start Of Order - End Of Order			100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/13/12	09/19/12	America This Morning	CM	430-5a	MTWT--S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
				America This Morning											
				ABC WORLD NEWS MORNING											
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
				Week: 09/13/12	09/19/12	MTWT--S	2			\$20.00		0.00			
2	WJXX	09/13/12	09/19/12	Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
				Nightline											
				ABC NIGHTLINE											
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
				Week: 09/13/12	09/19/12	MTWTF--	3			\$200.00		0.00			
3	WJXX	09/13/12	09/19/12	The View	CM	M-F 11a-12p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
				M-F 11a-12p View											
				THE VIEW											
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
				Week: 09/13/12	09/19/12	MTWTF--	2			\$225.00		0.00			
4	WJXX	09/13/12	09/19/12	M-F 12P-1P	CM	M-F 12-1P	MTWTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
				M-F 12P-1P		(12:00 PM-12:30 PM)									
				MILLIONAIRE											
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
				Week: 09/13/12	09/19/12	MTWTF--	3			\$60.00		0.00			
5	WJXX	09/13/12	09/19/12	FCN News at 5pm	CM	M-F 5p-5:30p	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				M-F 5-5:30pm											
				FIRST COAST NEWS @ 5											
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
				Week: 09/13/12	09/19/12	MTWTF--	2			\$80.00		0.00			

Order / Rev: 713113  
 Alt Order #: 06312853  
 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Obama For America  
 Product Desc: OFA SCHEDULE A WJXX-TV  
 Estimate: 1768

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	09/13/12	09/19/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
FIRST COAST NEWS @ 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$110.00 0.00															
7	WJXX	09/13/12	09/19/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
FIRST COAST NEWS @ 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$130.00 0.00															
8	WJXX	09/13/12	09/19/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
GOOD MORNING JACKSNVLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$90.00 0.00															
9	WJXX	09/13/12	09/19/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
FIRST COAST NEWS @ 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 1 \$275.00 0.00															
10	WJXX	09/13/12	09/19/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$110.00 0.00															
11	WJXX	09/13/12	09/19/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
EXTRAEFF: 8/13/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$200.00 0.00															
12	WJXX	09/13/12	09/19/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MTWTF--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
LIVE W/ KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12 09/19/12 MTWTF-- 2 \$75.00 0.00															
13	WJXX	09/17/12	09/17/12	Mon Prime Other Mon Prime Special	CM	Prime Special	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
DANCING WITH THE STARS: 9/17/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$1,500.00 0.00															
14	WJXX	09/15/12	09/15/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after football	CM	Sat FCN News	We-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
FIRST COAST NW@630 WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 1 \$150.00 0.00															
15	WJXX	09/15/12	09/15/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
THE CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 1 \$125.00 0.00															
16	WJXX	09/16/12	09/16/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 1 \$150.00 0.00															
17	WJXX	09/16/12	09/16/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
FIRST COAST NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 1 \$175.00 0.00															
18	WJXX	09/16/12	09/16/12		CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				GMJ Sunday											
				GMJ Sunday											
				GOOD MRNG JCKSNVLE SUN											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	-----S		1				\$55.00		0.00			
19	WJXX	09/16/12	09/16/12	GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				GMA Sunday											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	-----S		1				\$150.00		0.00			
20	WJXX	09/16/12	09/16/12	Sun Prime B	CM	8-9p	-----S	:30	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
				Sun Prime B											
				ONCE UPON A TIMEEFF: 9/23/12											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	-----S		1				\$1,050.00		0.00			
21	WJXX	09/13/12	09/19/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
				M-Su 11-11:35p											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/13/12	09/19/12	MTWTFSS		3				\$225.00		0.00			
22	WJXX	09/13/12	09/13/12	Thu Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				FCN TONIGHT											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	---T---		1				\$1,500.00		0.00			
				SCANDALEFF: 9/27/12											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	---T---		1				\$1,500.00		0.00			

Totals 37 \$8,665.00